

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W
-----065831 211639Z /50

R 211455Z AUG 78
FM AMEMBASSY PARIS
TO SECSTATE WASHDC 6311
INFO AMCONSUL AMSTERDAM
AMEMBASSY LUXEMBOURG
AMEMBASSY BRUSSELS
AMEMBASSY THE HAGUE

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PASS TO FIELD/KOSTECKA

E.O. 11652: N/A
TAGS: BEXP, FR
SUBJECT: FRANCHISING TRADE MISSION, NOVEMBER 6 TO 8,
1978, PARIS

REF: (A) STATE 144001; (B) PARIS 24073; (C) USDOC
12838; (D) USDOC 13173

1. POST NEEDS TO BEGIN ADVANCE WORK PRIOR TO OCTOBER 2ND, THE DATE GIVEN IN REFTEL (A) FOR THE ARRIVAL OF MR. KOSTECKA IN PARIS. THIS TELEGRAM REQUESTS ADDITIONAL DETAILS ON SUBJECT MISSION TO ALLOW US TO GET IN POSITION AND GET MOVING IMMEDIATELY FOLLOWING THE TRADITIONAL FRENCH RENTREE FROM VACATION, I.E., THE FIRST WEEK OF SEPTEMBER.

2. POST URGES, IF FEASIBLE, THAT MR. KOSTECKA SCHEDULE ADVANCE TRIP TO PARIS IN THE THIRD WEEK OF SEPTEMBER, A TIMING MORE USEFUL TO THIS POST THAN THE OCTOBER DATE.

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3. HOTEL ACCOMMODATIONS
PLEASE ADVISE SOONEST IF PRICES GIVEN REF' (B), PARA 3 ARE ACCEPTABLE. NOTE THAT 793 FRANCS FOR SUITE IS PER NIGHT COST. HOW WILL HOTEL BILL BE PAID?

4. INFORMATION ON FIRMS
URGENTLY REQUIRE MORE DETAILED INFORMATION ON FIRMS

INCLUDED IN THE MISSION AS WELL AS PHOTOGRAPHS, IF AVAILABLE, AND PROMOTIONAL MATERIAL IN ORDER MAKE TIMELY PLACEMENTS IN COMMERCIAL NEWSLETTER AND TRADE MAGAZINES. FOR UPCOMING APPOINTMENT WITH OFFICIALS OF THE FEDERATION FRANCAISE DU FRANCHISAGE, WE WOULD LIKE TO HAVE IN HAND MORE THAN THE TWO OR THREE SENTENCE DESCRIPTIONS OF EACH FIRM CONTAINED IN REFS.

(C) AND (D).

5. BROCHURES
FOLLOWING UP OUR RESPONSE IN REF. (B), HAS DECISION BEEN MADE YET ON LANGUAGE OF BROCHURES AND WHERE THEY WILL BE PRINTED? NEED MATERIAL IN HAND BY MID-SEPTEMBER TO ALLOW PRINTER TO SCHEDULE JOB. AGAIN, WE ADDRESS QUESTION OF WHO WILL BEAR COST OF PRINTING, BUDGET LIMITATIONS, AND METHOD OF PAYMENT.

6. RECEPTION
IS ONE BEING PLANNED? IF SO, WHERE? HOW MANY INVITATIONS SHOULD BE PRINTED? WHO WILL HOST, AND WHO WILL PAY?

7. BRIEFINGS/TIMING
DOES THE MISSION DESIRE BRIEFINGS FROM EMBASSY OFFICERS?
WILL THE FRANCHISING MISSION ARRIVE THE MORNING OF THE

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6TH (A MONDAY) AND WANT BRIEFING AND/OR APPOINTMENTS
THE SAME DAY? SINCE HOTEL RESERVATIONS ARE FOR THE
NIGHTS OF THE 6TH, 7TH, AND 8TH, IT IS NOT CLEAR WHEN
MISSION MEMBERS WILL INITIATE PARIS ACTIVITIES.

8. TRANSPORT

DUE TO THE NUMBER OF MISSION MEMBERS AND THE PROBABLE
AMOUNTS OF ACCOMPANYING GEAR, POST ASSUMES MISSION
WILL REQUIRE SEVERAL CARS FOR TRANSPORT TO/FROM AIRPORT
AND TO/FROM HOTEL/EMBASSY. SHOULD WE RESERVE CARS ON
COMMERCIAL BASIS?

9. RECEPTIONIST AND INTERPRETERS

IN ORDER TO LINE UP THESE ASSISTANTS, WE NEED TO KNOW
NUMBER DESIRED AND METHOD OF PAYMENT.

10. AS USDOC AWARE, IMC FULLY BOOKED DURING NOV. 6-8.
THEREFORE, POST HAS MADE ALTERNATIVE ARRANGEMENTS TO
PUT FRANCHISING MISSION IN COMMERCIAL CONFERENCE ROOM,
USING IMC PARTITION AND BOOTH SYSTEM. NOTE THAT THERE
IS ROOM ONLY FOR EIGHT BOOTHS REPEAT EIGHT BOOTHS,
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MAXIMUM.

11. RUN-DOWN ON ABOVE POINTS AND GENERAL INFORMATION
ON AMOUNTS BUDGETED AND PAYMENT PROCEDURES WOULD BE
GREATLY APPRECIATED.

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